

To: Paul Conaty & Julie McNamara	cc: Mark Pimentel	
From: Julie Heberer	Marty Schack	Betsy Waxberg
Date: October 11, 2012	Peggy Milner	JD Sosnoff
	Bridget Hurst	Julie Sells

Political Audit Dates: **10/1-10/7/12**  
 General Election

Audit week = Monday thru  
**9/7-11/6/12**

An audit was performed on the above dates to verify any political airtime placed received the lowest unit rate possible depending on the class of time purchased. Below are the results:

Politician	OSI #	Credit Due	A/E	Reason
Martin	850627	\$260.00	Nat'l	4), 5) & 6)
Koster	852946	\$385.00	Nat'l	1), 2), 3) & 6)
Spence	855079	\$55.00	Nat'l	1) & 2)
Enyart	856164	\$65.00	McNamara	2) & 3)
McCaskill	858201	\$145.00	McNamara	1) & 6)
Spence	858695	\$45.00	Nat'l	5)
Enyart	858835	\$10.00	McNamara	1)
Hylla/Callis	859059	\$40.00	McNamara	1)
Total Credits		<u>\$745.00</u>		

- 1) Political rate card for M-F 5 am, class 3, section 4 is \$85; Following the 10% rule, #857476, line 1 aired section 4 for \$85 (:30). \$85 less 10% = \$76.50 . Rounding to the nearest \$5 increment = \$75; Credit due of \$10.
- 2) Political rate card for M-F 6 am, class 3, section 4 is \$180; Following the 10% rule #854230, line 10.1 aired section 4 for \$150 (:30). \$150 less 10% = \$135 . Rounding the nearest \$5 increment = \$135; Credit due of \$45.
- 3) Political rate card for M-F 7-9 am, class 3, section 4 is \$90; Following the 10% rule #857522, line 1 aired section 4 for \$75 (:30). \$75 less 10% = \$67.5 . Rounding to the nearest \$5 increment = \$70; Credit due of \$20.
- 4) Political rate card for M-F Y&R, class 3, section 4 is \$720; Following the 10% rule, #842886, line 23.1 aired section 4 for \$775 (:30). \$775 less 10% = \$697.50 . Rounding the nearest \$5 increment = \$700; Credit due of \$20.
- 5) Political rate card for Sat 9-10 pm, class 3, section 4 is \$720; Following the 10% rule #858835, line 19 aired section 4 for \$675 (:30). Credit due of \$45.
- 6) Political rate card for Sun 10 pm, class 3, section 4 is \$810; Following the 10% rule #851345, line 18.1 aired section 4 for \$750 (:30). \$750 less 10% = \$675 . Rounding the nearest \$5 increment = \$675; Credit due of \$135.

YTD	Politician	OSI #	Gross Credit Due	Credit Memo Written	Week
	McCaskill	851828	\$900.00	submitted	9/7-9/9/12
	Nixon	#852758	\$420.00	submitted	9/10-9/16/12
	McCaskill	#853029	\$60.00	submitted	9/10-9/16/12
	Nixon	#853674	\$820.00	submitted	9/10-9/16/12
	Kern	851762	\$180.00	submitted	9/17-9/23/12
	Koster	852944	\$615.00	submitted	9/17-9/23/12
	McCaskill	854434	\$1,510.00	submitted	9/17-9/23/12
	Akin	854561	\$220.00	submitted	9/17-9/23/12
	Spence	854776	\$575.00	submitted	9/17-9/23/12
	Kern	851762	\$55.00	submitted	9/24-9/30/12
	Koster	852945	\$400.00	submitted	9/24-9/30/12
	Spence	854776	\$85.00	submitted	9/24-9/30/12
	Spence	855079	\$340.00	submitted	9/24-9/30/12
	McCaskill	855871	\$340.00	submitted	9/24-9/30/12
	Enyart	856164	\$315.00	submitted	9/24-9/30/12
	Martin	850627	\$260.00		10/1-10/7/12
	Koster	852946	\$385.00		10/1-10/7/12
	Spence	855079	\$55.00		10/1-10/7/12
	Enyart	856164	\$65.00		10/1-10/7/12
	McCaskill	858201	\$145.00		10/1-10/7/12
	Spence	858695	\$45.00		10/1-10/7/12
	Enyart	858835	\$10.00		10/1-10/7/12
	Hylla/Callis	859059	\$40.00		10/1-10/7/12

Total		<u>\$7,840.00</u>
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Sunday

Nestle

, Jack in the Box  
to

, GlaxoSmithKline

Mattress Firm  
ing to

le, Enyart (politician)

e, Subway  
to



Local  
Nat'l  
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